

# National Consumer Week Scotland



## DIGITAL TOOLKIT: 16-22 Nov 2020

### Campaign Objectives

- Raise awareness of consumer rights when shopping online
- Let consumers know what they can do if something goes wrong

### Graphics

All images sized for social media feeds can be downloaded [here](#)



## 4 tips for shopping online safely

- Pay by **credit card** where possible
- Check **independent reviews** of the seller/store
- Make sure you have **contact info** for the seller
- Check the site's **return policy and T&Cs**



your consumer rights  
are generally the  
**same** whether you're  
shopping on the high  
street or online

**#NCWScotland**





social media ads offering discounts on **high-street brands** may lead to **scam websites**



avoid **copycat websites** - double check **URLs and links** in emails or social media ads

## Videos

[Video 1: Top Tips](#)

[Video 2: Online Shopping](#)

# Messaging

## Monday 16 November - Campaign Launch

	<p>This National Consumer Week we want to make sure that you know what your rights are when shopping online and what to do if something goes wrong [link to press release/web page] #NCWScotland</p>
	<p>Top tips for shopping online safely:</p> <ul style="list-style-type: none"><li>- Pay by credit card for stronger protection</li><li>- Check independent reviews of the seller/store</li><li>- Make sure you have contact info for the seller in case something goes wrong</li><li>- Check the site's return policy and T&amp;Cs</li></ul>
	<p>Using an online store you're not familiar with? Genuine websites/sellers should list:</p> <ul style="list-style-type: none"><li>- Returns policies and T&amp;Cs</li><li>- Cancellation rights</li><li>- A valid return address and contact details. If a UK website has a returns address overseas, be suspicious</li></ul>
	<p>Scam web stores have become more common during the pandemic as more consumers are doing their shopping online. These stores may have fake reviews - rather than relying on reviews hosted on the website itself, try to check at least three different official websites for independent reviews.</p>

## Tuesday 17 November - Coypcat/Scam Websites

	<p>High street names are being used in social media ads to attract online shoppers – lots of these ads lead to copycat websites which look almost identical to the real retailer. Watch out for spelling/ grammatical mistakes and poor-quality images – these could mean that it's a scam.</p>
	<p>This year, Facebook have taken down scam ads for Clarks shoes which used addresses such as clarkseushop.com rather than the genuine .co.uk address. Always check the web address carefully - if in doubt, check the brand's official social media channels</p>
	<p>Have you seen your favourite brand at a discount price online? Check that the seller has been authorised by the official brand and is listed on their website. Get more tips for shopping safely online: <a href="https://www.which.co.uk/consumer-rights/advice/how-to-spot-a-fake-fraudulent-or-scam-website">https://www.which.co.uk/consumer-rights/advice/how-to-spot-a-fake-fraudulent-or-scam-website</a></p>
	<p>There are more and more scam websites offering high-demand or branded items at cheap prices – they go to great lengths to look like legitimate businesses but the items on sale may be fake, counterfeit or non-existent. If it looks too good to be true, it probably is</p>

## Wednesday 18 November - Shopping Securely

	<p>Shop online safely this winter:</p> <ul style="list-style-type: none"><li>- keep virus protection up to date and use strong passwords</li><li>- use browser safety tools</li><li>- don't give away too much info</li><li>- check links carefully</li><li>- check for a padlock and HTTPS</li></ul> <p>Get more top tips: <a href="https://www.ncsc.gov.uk/guidance/shopping-online-securely">https://www.ncsc.gov.uk/guidance/shopping-online-securely</a></p>
	<p>How can you trust online stores? Make sure the site is secure and the URL starts with 'https'. Use a credit card for stronger protection and be suspicious if a website/seller will only accept payment via bank transfer. Get more tips at <a href="https://www.ncsc.gov.uk/guidance/shopping-online-securely">https://www.ncsc.gov.uk/guidance/shopping-online-securely</a></p>
	<p>When buying goods or services online, pay by credit card or a secure online payment system rather than bank transfer. This will offer you more protection if you are a victim of fraud or if you are unable to contact the seller. It will also prevent scammers from obtaining your payment details</p>
	<p>You might have seen the ideal Christmas present for sale on social media, but don't rush into anything. Check the website – is there contact info for the company? Is their address listed with Companies House? Can you phone/email if something goes wrong? Do they have a returns policy? If not, the website may be a scam</p>

## Thursday 19 November - Deliveries / Problems with Orders

	<p>Have you bought something online which hasn't been delivered? Are you worried that you've been scammed? Contact Advice Direct Scotland for help and advice on 0808 164 6000 - find out more: <a href="http://www.consumeradvice.scot/ncw">www.consumeradvice.scot/ncw</a></p>
	<p>Fed up of unfair delivery pricing &amp; practices? The Scottish Government have an online delivery pricing map to help you find the best deal: just enter your postcode to find out how much delivery companies charge to ship to your address #FairerDeliveries <a href="https://fairdeliveries.scot/">https://fairdeliveries.scot/</a></p>
	<p>During the summer, two Scottish consumers purchased hot tubs from an unfamiliar website which were never delivered. They discovered that the official address listed on the website actually belonged to an empty shop. Always do plenty of research before purchasing from sellers/ companies you're not familiar with.</p>

## Friday 20 November - Rights and What to Do When Things Go Wrong

	Your consumer rights are wide-ranging. Seek advice if something goes wrong with a purchase you've made online, for example if it's faulty, doesn't match the description on the website or if there are issues with delivery: <a href="http://www.consumeradvice.scot/ncw">www.consumeradvice.scot/ncw</a>
	Your consumer rights are generally the same whether you're shopping on the high street or online. When shopping online, you also have the right to a 14-day cooling off period for most purchases. Find out more about your rights at <a href="https://consumeradvice.scot/knowledge-centre/">https://consumeradvice.scot/knowledge-centre/</a>
	If you accidentally buy something from an online seller or website which turns out to be fake and you can't contact the seller, your card company may be able to help you get a refund. Avoid paying for goods online using bank transfer – it will be difficult to get your money back if there's a problem.
	Do you know your consumer rights when shopping online? Find out about cancellation rights, what to do if you have a problem with something you've bought and more in Advice Direct Scotland's Knowledge Centre: <a href="https://consumeradvice.scot/knowledge-centre/">https://consumeradvice.scot/knowledge-centre/</a>
	Have you seen an ad you think is a scam on social media? Report it to the ASA at <a href="https://www.asa.org.uk/make-a-complaint/report-an-online-scam-ad.html">https://www.asa.org.uk/make-a-complaint/report-an-online-scam-ad.html</a>

## Saturday 21 November - Online Marketplaces

	If you're buying pre-owned items through online marketplaces such as Depop, remember that you don't have the same protection as you do with retailers. Always check the site's T&Cs and advice section to find out what to do if items are faulty or not delivered.
	Online marketplaces aren't responsible for checking that products being sold through their site aren't counterfeit or dangerous. Check seller reviews before buying and use secure online payment systems or credit cards so that you have more protection if something goes wrong and to prevent scammers from obtaining your payment details
	Which? recently found counterfeit phones, headphones and earbuds for sale on online marketplaces at a fraction of the normal price. They were all made with poor quality materials and potentially dangerous. If it looks too good to be true it probably is (Link: <a href="https://www.which.co.uk/news/2020/08/fake-illegal-anddangerous-products-sold-on-wish-com/">https://www.which.co.uk/news/2020/08/fake-illegal-anddangerous-products-sold-on-wish-com/</a> )
	If you're buying or renting goods from a person via an online marketplace rather than a business, you don't have the same rights if something goes wrong with the purchase. Always use a secure, legitimate website and pay using credit card or secure online payment system so that you have protection

## Sunday 22 November - Counterfeit Goods

	<p>The ACG have discovered that last year, 31% of consumers unintentionally bought a fake item online, up from 24% the previous year. Almost a fifth of those purchases were made through social media or pop-up adverts online.</p>
	<p>When shopping online, it's safest to stick to trusted brands or suppliers you have used before. Throughout the pandemic, hundreds of consumers have lost money to fake websites and have potentially given their personal details to scammers. Get top tips on shopping safely online from the NCSC: <a href="https://www.ncsc.gov.uk/guidance/shopping-online-securely">https://www.ncsc.gov.uk/guidance/shopping-online-securely</a></p>
	<p>More of us will be doing Christmas shopping online this year – if you think you've spotted a festive bargain at a much lower price than the official brand, think twice. Check whether Ebay/Amazon listings are likely to be fake at <a href="https://vistalworks.com/checker">https://vistalworks.com/checker</a></p>

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